3/4/75

Dear Mrs. Ward,

Please excuse my brevity. I've a respiratory infection which has weakened me yet I must keep up with each day's work or I'll never keep up.

Fine with the 25% arrangement. But please let me know what records you would like kept on when I ship what. Orders will go out within 24 hours of my receipt of the label and payment. However, there is always the chance that a mailing to me might get lost or a book I mail destroyed in shipment. I get some badly mangled ones back!

I'd make these simple changes in the ad copy:

The full subtitle includes a word I think of special interest today, "Top Secret." The full name is Whitewash IV:TOP SECRET JFK Assassination transcript.

And I think instead of the line that will be understood anyway, "Report of the President's Commission..." I'd think something like "Verbatim! The secret words the Warren Commissioner's never expected to be seen by anyone.!!

If you agree, I think reversing the order, putting the title first then that good line "....HERE FOR THE FIRST TIME" and have this follow it will mean more.

I'd use "handling" for postage" in the price line because the cover says $6.25 by mail.

You keep that 50¢ and use it for advertising. Okay?

I'm not familiar with magazine per order ads but I'm generally familiar with the radio equivalent. I'm interested as I am in editorial advertising but I know nothing about it. I'd appreciate what you can let me know about it.

Thanks, sincerely,

Harold Weisberg